

## ABSTRACT

A system for simultaneously capturing data from multiple sources from individuals training on exercise equipment is provided. The system utilizes a wireless means of either transferring data to a computer server for permanent storage and interactive analysis or to prompt  
5 the delivery of programming content or data from a computer server to the exercise units or attachments affixed thereto. The system also includes an interactive means of incorporating third-party input regarding additional characteristics about each exercise unit, entertainment system or human user that when integrated with the base line equipment data becomes highly relevant and valuable. The present invention utilizes a programmable transceiver that can  
10 receive entertainment programming and data communications from a central computer server while simultaneously receiving data from multiple devices attached to or integrated within the exercise unit.